

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: Rick Kiessig et al.  
Serial No.: 10/632,091  
Filed: August 1, 2003  
For: SYSTEM AND METHOD FOR MANAGING CONTENT INCLUDING ADDRESSABILITY  
FEATURES  
Examiner: Cheryl Renea Lewis  
Art Unit: 2167

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**VIA ELECTRONIC FILING SYSTEM**

**STATEMENT UNDER 37 C.F.R. §3.73(b)**

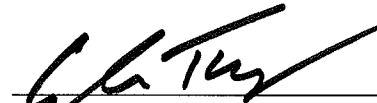
Sir:

Mathon Systems, Inc, a Delaware Corporation, states that it is the assignee of the entire right, title, and interest in the abovementioned patent application as shown in the following chain of title:

- All of the listed inventors of the abovementioned application assigned their entire right, title, and interest to It's The Content, Inc., as recorded with the U.S. Patent and Trademark Office on January 30, 2004 (Reel 014947, Frame 0758).
- It's The Content Inc., assigned its entire right title and interest to ShareALot, Inc., as recorded with the U.S. Patent and Trademark Office on June 1, 2004 (Reel 015401, Frame 0934).
- A certificate of name change was filed on August 9, 2006 indicating that ShareALot, Inc. changed its name to Mathon Systems, Inc. (Reel 018074, Frame 0273).

The undersigned is authorized to act on behalf of the assignee.

Respectfully submitted,

  
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